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AMENDMENTS TO THE CLAIMS

Please add or amend the claims to read as follows:

1. (Previously Presented) A memory having stored thereon instructions that when executed result in providing a customizable application, comprising:
 - (a) at least one spreadsheet each with, at least one end user editable spreadsheet block each relating to a particular class of an object and having:
 - i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
 - ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
 - iii) at least one spreadsheet script for receiving input values from at least one input spreadsheet cell, computing output values of at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and
 - b) a hard coded unification builder to generate a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph.
2. (Previously Presented) The memory according to claim 1 having stored thereon instructions providing said customizable application wherein said object relates to the construction of a finished product, and said unification builder links at least two spreadsheet blocks in accordance with a product description graph logically representing the finished product to generate at least one unified product description spreadsheet including at least one feasible production plan for producing a product in said product description.
3. (Previously Presented) The memory according to claim 2 wherein said spreadsheet block includes instructions for user prompts for assisting in the entry of said product description.
4. (Previously Presented) The memory according to claim 1 providing said customizable application wherein said object relates to resources available to produce finished products, and said unification builder links at least two spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished

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product to generate a unified estimation spreadsheet for producing the finished product in a product description.

5. (Previously Presented) The memory according to claim 1 providing said customizable application wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

6. (Previously Presented) The memory according to claim 1 providing said customizable application designed for providing information regarding a product description for producing at least one unit of a printed finished product and is capable of receiving impositioning information regarding a printed component of said printed finished product.

7. (Previously Presented) The memory according to claim 6 providing said customizable application wherein a first spreadsheet block for modeling a production of paper components of said printed finished product, a second spreadsheet block for modeling a production of non-paper components of said printed finished product, and a third spreadsheet block for modeling an integrating of at least one paper component and at least one integrated component and at least one non-paper component.

8. (Previously Presented) A method comprising:

- (a) providing at least one end user editable spreadsheet each with at least one spreadsheet block each relating to a particular class of an object and having:
 - i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
 - ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
 - iii) at least one spreadsheet script for receiving input values from said at least one input spreadsheet cell, computing output values of said at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and

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(b) generating a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph.

9. **(Previously Presented)** The method according to claim 8 wherein the object relates to the construction of a finished product, and step (b) includes linking at least two spreadsheet blocks in accordance with a product description graph logically representing the finished product to generate at least one unified production plan spreadsheet including at least one feasible plan for fulfilling the production plan.

10. **(Previously Presented)** The method according to claim 9 wherein a spreadsheet block includes instructions for user prompts for assisting in the entry of a production plan.

11. **(Previously Presented)** The method according to claim 8 wherein the object relates to resources available to produce finished products, and step (b) includes linking at least two spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished product to generate a unified estimation spreadsheet for fulfilling the production plan.

12. **(Original)** The method according to claim 8 wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

13. **(Previously Presented)** The method according to claim 8 comprising providing information regarding a production plan for producing at least one unit of a printed finished product; and receiving impositioning information regarding printed components of said printed finished product.

14. **(Previously Presented)** The method according to claim 13, comprising: providing a first spreadsheet block for modeling the production of paper components of a printed finished product, a second spreadsheet block for modeling the production of non-paper components of a printed finished product, and a third spreadsheet block for modeling the integrating of at least one paper component and at least one integrated component and at least one non-paper component.

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15. **(Previously Presented)** A distribution medium for distributing a computer program comprising instructions which, when executed by a computer, perform the steps of:

(a) providing at least one end user editable spreadsheet block each relating to a particular class of an object and having:

- i) at least one input spreadsheet cell each associated with an input parameter selected by an end user from a plurality of input parameters,
- ii) at least one output spreadsheet cell each associated with an output parameter selected by an end user from a plurality of output parameters, and
- iii) at least spreadsheet script for receiving input values from at least one input spreadsheet cell, computing output values of at least one end user selected output parameter, and returning output values to their associated output spreadsheet cells; and

(b) providing a hard coded unification builder to generate a unified spreadsheet from at least two spreadsheet blocks whose relations are defined from an input graph.

16. **(Previously Presented)** The medium according to claim 15 wherein said object relates to the construction of finished products, and said unification builder links at least two spreadsheet blocks in accordance with a product description graph logically representing a finished product to generate at least one unified production plan spreadsheet including at least one feasible plan for fulfilling a production plan.

17. **(Previously Presented)** The medium according to claim 16 wherein a spreadsheet block includes instructions for user prompts for assisting in the entry of a production plan.

18. **(Previously Presented)** The medium according to claim 15 wherein said object relates to resources available to produce finished products, and said unification builder links at least two resource spreadsheet blocks in accordance with a production flow graph of production processes starting from raw materials and terminating in the finished product to generate a unified estimation spreadsheet for fulfilling a production plan.

19. **(Original)** The medium according to claim 15 wherein a spreadsheet script defines an end user defined intermediate parameter having a computed value in accordance with a given set of input values which is capable of being manually overwritten by an end user.

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20. (Previously Presented) The medium according to claim 15 wherein said instructions provide information regarding a production plan for producing at least one unit of a printed finished product and receive impositioning information regarding printed components of said printed product.

21. (Previously Presented) The medium according to claim 20 wherein said instructions provide a first spreadsheet block for modeling production of paper components of a printed finished product, a second spreadsheet block for modeling the production of non-paper components of a printed finished product, and a third spreadsheet block for modeling the integrating of at least one paper component and at least one integrated component and at least one non-paper component.

22. (New) A memory having stored thereon instructions that when executed result in providing a customizable application, comprising:

selecting a graph of a production of an item, said graph including at least one resource object and at least one process performed on said resource;

retrieving a plurality of spread sheet blocks, a first of said spread sheet blocks corresponding to said resource, and a second of said spreadsheet blocks corresponding to said process performed on said resource; and

generating a spreadsheet comprising said plurality of spreadsheet blocks, a relation of said spreadsheet blocks defined by said graph.

23. (New) The memory as in claim 22, wherein said first spreadsheet block includes an input spreadsheet cell and an output spreadsheet cell, and said second spreadsheet block includes an input spreadsheet cell and an output spreadsheet, and wherein generating comprises linking said output spread sheet of said first spreadsheet block to said input spreadsheet cell of said second spreadsheet block in accordance with said relation defined by said graph.

24. (New) The memory as in claim 22, comprising a rating scheme included in one of said plurality of spreadsheet blocks to reduce a number of production options presented to a user.